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**SEP 30 2005**

## **FERENCE & ASSOCIATES**

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### **USPTO FACSIMILE COVER SHEET**

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To: Commissioner for Patents  
Fax Number: (571) 273-8300  
Date: September 30, 2005  
Pages: 16 pages (including this cover sheet)

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#### **MESSAGE:**

CREDIT BASED MEDIA PRESENTATION  
Application No. 09/578,675  
Examiner J. Ustaris  
Art Unit 2611

Amendment Transmittal  
Amendment

YOR920000138US1  
(590.010)

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FERENCE & ASSOCIATES  
Amendment Transmittal

Atty. Docket No. YOR9-2000-0138US1  
(590.010)

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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SEP 30 2005

In re Application of : Kienzle et al.  
Serial No. : 09/578,675 Examiner : J. Ustaris  
Filed : May 25, 2000 Group Art Unit : 2611  
For : CREDIT BASED MEDIA PRESENTATION

HON. COMMISSIONER OF PATENTS AND TRADEMARKS  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an Amendment in the above-identified application.

1. ☐ Applicant requests an extension of time to respond to the outstanding Office Action. A Petition for an extension of time is enclosed.
- OR
2. ☒ In the event that an extension of time is required, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition and fee for extension of time.
3. ☐ Small Entity status of this application has been established by a verified statement previously submitted.
4. ☐ A verified statement to establish Small Entity status is enclosed.

CERTIFICATE OF FACSIMILE TRANSMITTAL

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being facsimile transmitted on (571) 273-8300 on September 30, 2005 to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Stanley D. Ference III

(Type or print name of person transmitting paper or fee)

(Signature of person transmitting paper or fee)

Page 1 of 2

FERENCE & ASSOCIATES  
Amendment Transmittal

Atty. Docket No. YOR9-2000-0138US1  
(590.010)

5. ☐ Also enclosed: \_\_\_\_\_
6. ☒ No additional filing fee is required.
7. ☒ The filing fee has been calculated as shown below:

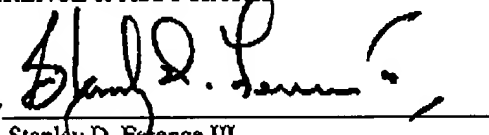
	Claims Remaining After Amendment (Col. 1)	Highest No. Prev. paid for (Col. 2)	Present Extra (Col. 3)	SMALL ENTITY		OTHER THAN A SMALL ENTITY	
				RATE	FEE	RATE	FEE
Total Claims	28	** 28	= * 0	x \$25	=	x \$50	=
Ind. Claims	3	*** 3	= * 0	x \$100	=	x \$200	=
<input type="checkbox"/> Multiple Dependent Claim Presented				+ \$180	=	+ \$360	=
				<b>TOTAL</b>	= \$ _____	<b>TOTAL</b>	= \$ _____

- \* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.  
 \*\* If the "Highest No. Prev. paid for" in this space is less than 20, write "20" in this space.  
 \*\*\* If the "Highest No. Prev. paid for" in this space is less than 3, write "3" in this space.

8. ☐ Applicant encloses herewith a check for \$\_\_\_\_\_ to cover the filing fee.
9. ☐ The Commissioner is hereby authorized to charge the \$\_\_\_\_\_ filing fee to Deposit Account No. 50-0510.
10. ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees associated with this communication or credit any overpayment to Deposit Account No. 50-0510.

Respectfully submitted,

FERENCE & ASSOCIATES

By   
 Stanley D. Ference III  
 Reg. No. 33,879

Dated: September 30, 2005

Mailing Address:

Customer No. 35195  
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Atty. Docket No. YOR9-2000-0138US1  
(590.010)

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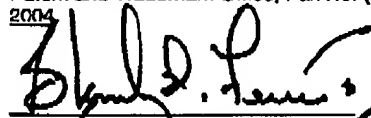
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In re Application of : Kienzle et al.  
Serial No. : 09/578,675 Examiner : J.Ustaris  
Filed : May 25, 2000 Art Unit : 2611  
For : CREDIT BASED MEDIA PRESENTATION

September 30, 2005

**AMENDMENT**

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being facsimile transmitted to the United States Patent and Trademark Office, Fax No. (571) 273-8300 on September 30, 2004.

  
Stanley D. Ference III  
Reg. No. 33,879

September 30, 2005  
Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated June 30, 2005, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 9 of this paper.